

A large, stylized star graphic composed of multiple overlapping, jagged shapes. The colors transition from bright yellow on the left to a vibrant orange-red on the right. The star is set against a dark background filled with falling orange and yellow sparks, suggesting a fire or celebration.

**2022
5-STAR
DEALER
PROGRAMS**

USA DEALER DIRECT

TRAVIS  INDUSTRIES®
THE HOUSE OF FIRE



TABLE OF CONTENTS

Star Ranking	Page 1
<u>SALES PROGRAMS</u>	
President's Club	Page 2
Online Sales/Internet Policy	Page 3
Exclusive Dealer Program	Pages 4-6
Synchrony Consumer Financing Program	Pages 7-8
Lock-in Program	Pages 9-10
Co-Op Program	Pages 11-15
<u>MARKETING</u>	
Dealer Marketing Support and Social Media Support	Page 16
Dealer Social Media Support	Page 17
Display Merchandise	Page 18-19
Lopi/FireplaceX Burning Model Program	Pages 20-21
DaVinci Burn Model Program	Pages 22
Employee Home Comfort Program	Pages 23
Builder Display Program	Pages 24-26
<u>TRAINING</u>	
Online Training	Page 26-28
<u>OTHER</u>	
Embedded Firebuilder	Pages 27
2022 Product Lineups	Pages 29-45

NOTE: UPDATED OR NEW PROGRAM ADDITIONS FOR 2022 ARE INDICATED IN RED!



THE TRAVIS COMMITMENT & EXPECTATIONS OF OUR DEALERS

The Travis Commitment

Travis Industries is committed to marketing our products through Specialty Hearth Dealers, a practice that has been mutually successful for both Travis Industries and the Dealers since 1979. We believe Specialty Hearth Dealers are best equipped to provide the personal, knowledgeable, credible, long-term representation necessary in a product line that depends on: accurately qualifying a customer, familiarity with local building and installation requirements and providing proper installation, service, and support. Travis, for its part, offers the Specialty Hearth Dealer quality hearth products, cooperative advertising, marketing assistance, dealer service department, and technical advice, and comprehensive training.

Retail Space Expectations:

- Each dealer should have a retail outlet large enough to properly display and burn the full range of products offered within each Travis brand the dealer carries.
- As new Travis products become available, dealers should display those models and not remove existing Travis models. Dealers also must make an effort to maintain displays that are current and fully functional, with the latest version of each model.
Dealers cannot “cherry pick” items from the Travis line. The full line must be represented.
- Each dealer needs to have sufficient, suitable warehouse space to stock a reasonable number of units to meet immediate customer needs.
- The retail store should be open for business during normal business hours with qualified personnel to handle sales and service inquiries.

Dealer Account Expectations:

- Dealers must have a good credit history and stay current throughout the year.

Advertisement Expectations:

- Dealers MUST advertise Travis Products and sell only to customers within the territory that has been agreed upon.
- Advertisement must be completed between January 1st and December 31st 2022 and submitted within 90 days from run time to receive 2022 Co-op credit.

Websites Expectations:

- Must have internet access in your store and be proficient in using the Travis Dealer Back Office website.
- The dealer MUST clearly represent the Travis brands, show current products and promote Travis Industries’ planned national promotions on their store website.
- Dealers who choose to use the internet to sell a Travis Industries’ product outside of their agreed sales territory is doing so with the knowledge that they jeopardize their dealership of Travis Industries’ product.
- Dealers are encouraged to use the embedded FireBuilder tool within the store website. These links show product info only and are always kept current. This tool allows dealers to use the benefits of their website visitors.

For more information of how you can embed the FireBuilder on you website, contact your Travis Industries Sales Manager or see instructions on page 29. These links can be found on the Travis Dealer Back Office under Ads & Marketing/Websites.

Training Expectations:

- Dealers have an obligation to provide Factory Training service for the products they sell in their marketplace. Understanding the product lines thoroughly is vitally important to presenting it to customers and for service personnel to install and service it. For this, training is critical. Travis Industries offers an extensive selection of training courses that cover all aspects of the hearth business.
- Dealers must be willing to invest in their sales and service personnel and provide training both as a foundation of their careers and success into the future.
- Travis Industries requires that your dealership have a Certified Travis Service Tech on staff and that ALL your staff take advantage of the Technical and Sales Training offered online at Travis University.

Travis Industries reserves the right to improve its products, and dealers owe it to their customers to learn about such improvements. Dealers who willfully violate the spirit and intent of the expectations outlined here may lose the privilege to carry Travis products. We are sure that with just a moment’s reflection you will understand that our mutual success depends on mutual cooperation.

We look forward to doing business with you.



STAR RANKING

The Travis Industries 5 Star Dealer Programs are a collection of programs grouped together to reward you, our valued dealer, with additional benefits based on your participation as our business partner.

The 5 Star Dealer Programs offer benefits to your dealership based on your 2021 unit purchase. If at any time during 2022, your store unit purchases exceed last year's purchases and move you to a new category, your dealership status will be upgraded to the next star category for the balance of the year and into the following year.

DAVINCI CUSTOM FIREPLACE™ SALES COUNT AS ONE UNIT SALE.

The Star Categories are designated as follows:

(Based on 2021 Unit Sales)

Star Dealer	1-25 Units
3 Star Dealer	26-100 Units
4 Star Dealer	101- 250 Units
5 Star Dealer	251-500 Units
President's Club	501+ Units

Your sales representative will meet with you to help determine what improvements you can make, if needed, to move your dealership into a higher star category. Ask your sales representative for their recommendations during the year.

Exclusive Dealers - More Dealers Than Ever Have Made This Choice!

If you are committed to selling 100% Travis products (no other hearth products) you will qualify to move up one Star category above your current purchase category. Dealers must properly sell, promote and display each Travis brand they carry.

Example: A 3 Star Dealer who qualifies as Exclusive will be allowed to move up to the 4 Star category.

Please refer to the written Travis Exclusive Dealer program included in this document (Page 4-6).

The Exclusive Dealer Program is not available for the STAR DEALERS (first category).

Credit Status

To participate, your dealership's credit status **MUST BE CURRENT**. Your account must have a record of remaining current within the terms given by Travis Industries. If your dealership fails to maintain its credit status for 30 continuous days, you will forfeit all benefits provided by the Travis Industries 5 Star Dealer Programs until your credit status is corrected.

Forms

This program guide contains several forms that we encourage you to photocopy and use. You can also download and print these forms from the Dealer Back Office located under the Sales, Pricing & Training Tab.

Note: Travis Industries has the right to update and change this program at any time without prior notification.



PRESIDENT'S CLUB

Who Qualifies for the 2022 President's Club

- Any Travis dealer account with purchases exceeding 500+ units in Travis products in 2021.
- Any 5 STAR DEALER (who sold between 251 and 500 units in 2021) and is a Travis Exclusive Dealer.
- Any DaVinci Custom Fireplace Dealer who sells 55+ modules (DaVinci, Maestro) products in 2022.

2022 President's Club Member Benefits:

- Enjoy top level 5-Star Dealer Benefits to increase store profits.
President's Club dealers enjoy the highest level of benefits offered. These include larger Dealer Discounts, more Co-op dollars, more Burn Credits, Higher Store Merchandise, Home Comfort, Builder Display, and FireBuilder Credit.
- President's Club Premium Trophy - Multiple store locations receive a premium wall plaque.
- President's Club Premium Jacket - New President's Club members only.

2022 President's Club Retreat - Mukilteo, WA

(Owner's or Managers Only)

JULY 13th and 14th

- Arrive on Wednesday JULY 12th - Hospitality Gathering Evening
- Meeting Thursday and Friday
- Return Home on Saturday JULY 15th

Choice of Attending One of Below Shows :

2023 International Builders' Show in Las Vegas, Nevada

(Owner's or Managers Only)

- January 31 - February 2 - Tuesday - Thursday, Las Vegas Convention Center

or

2023 HPA Expo Louisville, Kentucky

- March 10 – 13 Kentucky Exposition Center

Dealer Receives:

- Two roundtrip airfare tickets and one room for up to three nights
- Hosted dinner during the show
- Only active business management is allowed to attend.





ONLINE SALES POLICY

Travis Internet Selling Policy For Wood, Pellet and Gas Stoves, Inserts, Fireplaces

Our MAPP (Minimum Advertised and/or Promoted Price) policy for Hearth Products is 10% below MSRP Price. See the Co-op Program for details on advertised pricing.

Travis Industries is a firm believer in the power of technology to help us grow and manage our business more efficiently. As you well know, Travis Industries maintains a website to help inform and interest the public in buying our products through your store. However, we are strongly opposed to the Specialty Hearth Stores selling Travis Industries' products over the Internet beyond your agreed sales territory.

Our reasoning is based on the fact that selling outside one's agreed upon territory puts our product reputation and the end users at undue risk. We do not make a "plug and play" product. Sales without service or the availability of qualified professional installations, violates the long standing agreement that Travis Industries has worked to develop within its dealer organization. Selling a stove over the Internet without the prerequisite installation support, proper operation technique, and scheduled maintenance training of the end user raises serious liability issues for both the selling dealer and Travis Industries. We are fully committed to protecting our exceptional reputation.

Any dealer who uses the internet to sell a Travis Industries' product outside of their agreed sales territory is doing so with the knowledge that they jeopardize their dealership of Travis Industries' products. A notice will be forthcoming and the dealer in violation will be given 30 days to cease or forfeit their dealership privileges.

It is our continued belief that our mutual success depends upon locally geographical representation of our products. This representation will continue to be successful with the support and efforts of the trained, professional Specialty Hearth Dealer.

Tempest Torch™ Internet Advertised Selling Policy

Advertising or promoting the Tempest Torch prices more than 10% lower than the Tempest Torch MSRP Price (Minimum Advertised and/or Promoted Price MAPP) will result in the dealer losing co-op and they will be prohibited from using the Tempest Torch copyrighted and/or trademarked property including brand names, photographs and printed material. Failure to abide with this policy immediately disqualifies the advertising dealer from ALL advertising co-op funds and all special programs provided by Travis Industries for that year.



EXCLUSIVE DEALER PROGRAM

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER
Purchasing	Benefits	Benefits	Benefits	Benefits
Exclusive Dealer	NOT AVAILABLE	Receives 4 Star Benefits	Receives 5 Star Benefits	Moves to President's Club

How It Works:

- Your store elects to promote the Travis product line(s) you carry as your only Wood, Pellet, Gas Stove, Insert, and Fireplace product line. Product requirements are defined by each brand.
- If you display for sale any competing hearth products during the term of this agreement, this agreement and the benefits become null and void. All financial benefits previously received will be charged back to your account.
- The store must have a good credit history and stay current throughout the year. Dealers who lose their good credit standing during the course of the year will also lose Exclusive Travis Product line benefits until the account is made current.

Benefits:

- Once approved, your dealership will move up one STAR CATEGORY and receive the benefits and rewards from that category for the remainder of 2022 as long as you remain exclusive.
- STAR CATEGORY dealers do not qualify for this program.
- 3 STAR CATEGORY DEALERS move to and receive the 4 STAR CATEGORY DEALER benefits and rewards.
- 4 STAR CATEGORY DEALERS move to and receive the 5 STAR CATEGORY DEALER benefits and rewards.
- 5 STAR CATEGORY DEALERS move to the President's Club.



EXCLUSIVE DEALER PROGRAM

In response to numerous requests for acknowledgment from Travis Industries™ to retailers who have elected to commit to a closer relationship with our company, it is our pleasure to offer the "Exclusive Travis Dealership Program."

We have determined that the support exhibited by the decision to promote and sell only our product lines warrants further financial benefits, extended privileges, and therefore greater profit opportunity to any qualifying store.

QUALIFICATIONS

1. The store elects to promote Travis as their only brand. See brand and category requirement on following page.
2. If you display for sale any competing hearth products during the term of this agreement, this agreement and the benefits become null and void. All financial benefits previously received will be charged back to your account.
3. The store must have a good credit history and stay current throughout the year. Dealers who lose their good credit standing during the course of the year will also lose Exclusive Travis benefits, until such time as the account is made current.

BENEFITS

Once approved, your dealership will move up one STAR CATEGORY and receive the benefits and rewards from that category for the remainder of the year.

STAR CATEGORY DEALERS do not qualify for this program.

3 STAR CATEGORY DEALERS move to and receive the 4 STAR CATEGORY DEALER benefits and rewards.

4 STAR CATEGORY DEALERS move to and receive the 5 STAR CATEGORY DEALER benefits and rewards.

5 STAR CATEGORY DEALERS move to and receive the PRESIDENT'S CLUB benefits and rewards.

Dealer agrees to the above conditions and terms:

Signature _____ Date _____

Travis Sales Representative Authorization

Signature _____ Date _____

Notes: _____

DEALER: _____

STREET: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

FAX: _____



EXCLUSIVE DEALER PROGRAM



To Be An Exclusive FireplaceX® Dealer You Must Be Exclusive in the following Categories:

- E.P.A. Certified Wood Burning Fireplaces
- Direct Vent Gas Inserts
- Flush Wood Burning Inserts
- Portrait Style Gas Fireplaces
- Gas Fireplaces over \$1500 Retail



To Be An Exclusive Lopi® Dealer You Must Be Exclusive in the following Categories:

- Wood Stoves and Inserts
- Pellet Stoves and Inserts
- Gas Stoves and Inserts



SYNCHRONY CONSUMER FINANCING PROGRAM



Travis Industries has an agreement with Synchrony that provides our dealers with the ability to offer very competitive consumer financing.

Synchrony consumer financing program offers –

- Very competitive rates
- A simple application process
- Credit decisions in seconds
- Convenient payment terms
- An easy way for consumers to upgrade their purchase

Synchrony will fund your sale within 2-3 days after the sale/install is complete

Synchrony's finance program is being offered through the Home Furnishing Association (HFA). This association will provide you with many other benefits.

As many of you know consumer financing is proven to help grow businesses by –

- Attracting new customers
- Helps close sales
- Gives your business a competitive edge
- Increase your sales and profit margins
- Promotes repeat business

Annual membership fee to the HFA of \$149 is. This is a significantly reduced membership rate for Travis Dealers, normally it is \$499.

HFA will waive the membership fee for the first year to any new dealers signing up for the program.

HPB EXPO SHOW SPECIAL PROGRAM FOR NEW SIGN-UPS!

PRE-SHOW SIGN-UP

- Free HFA membership fee for 2022
- 12 Month WPDI (Deferred Interest) promotion at 0.99% (from Feb 1st until end of July 2022),
- \$300 VISA® gift card if they process 2 applications within the first 90 days on our program

AT SHOW SIGN-UP

- Free HFA membership fee for 2022
- 12 Month WPDI (Deferred Interest) promotion at 0.99% (from Feb 1st until end of July 2022)
- \$100 VISA® gift card to the retailer if they complete enrollment on the spot

For enrollment Synchrony can be contacted at 866-209-4457

Online enrollment available at: www.syfenroll.com

Campaign Code: Travis

In-Store Financing

Low everyday rates⁺ and buydown specials • Exclusively for HFA members

Core Transaction			
Transaction	Minimum Purchase*	Processing Fee ⁺	Tran Code
Non-Promotional	\$0.01 - \$298.99	0.00%	100 or blank

Deferred Interest Promotions (WPDI)			
Interest accrues from the purchase date but is not charged if the promotional balance is paid in full within the promo period. Minimum monthly payments are required.			
Promotions	Minimum Purchase*	Processing Fee ⁺	Tran Code
Everyday 6 Months**	\$299+	1.10%	100 or blank
6 Months***	N/A	1.10%	106
12 Months	N/A	3.59%	112

Equal Payment Promotions – 0.00% APR (EPNI)			
Interest does not accrue during promo period. Designed to pay off promo balance in full within promo period. Equal monthly payments are required.			
Promotions	Minimum Purchase*	Processing Fee ⁺	Tran Code
18 Months	N/A	8.50%	418
24 Months	N/A	9.34%	424
36 Months	N/A	12.25%	436
48 Months	N/A	14.87%	448
60 Months	N/A	18.23%	460

Fixed Payment Promotions – 9.99% APR		
Fixed monthly payments are required during promo period. APR is assessed during promo period.		
Promotions	Processing Fee ⁺	Tran Code
12 Months	2.51%	512
24 Months	3.85%	524
36 Months	4.77%	536
48 Months	5.71%	548
60 Months	6.63%	560

With Quarterly Volume Rebates – The MORE you use, the more you SAVE!	
Quarterly Volume Rate Tiers	
Range	Volume Discount
\$75K – \$125K	15 bps
\$125K – \$500K	50 bps
\$500K+	85 bps

Volume Rebates are based on your net sales volume for the quarter and are credited to your bank account within 30 days after the end of the quarter.

Phone: 800-422-3778
Website: myhfa.org
Email: membership@myhfa.org

+Rates effective 1/1/2021. Rates subject to change.
 *,**,*** See page two for details.
 Credit is extended by Synchrony Bank.

NOTE: This page displays the most popular In-Store Financing that TRAVIS INDUSTRIES recommends dealers offer their customers. Synchrony offers several other financing programs. To see the complete list of Synchrony In-Store Financing Programs go to myhfa.org



LOCK-IN PRICE PROGRAM

Our Lock-In Program is the easiest way to lock in and keep your business running smoothly all year long.

Instead of having to place unit purchases per brand you can now mix Lopi[®] and FireplaceX[®] units to fulfill the minimum purchase requirement to lock in to your best column for 2022.

Act now and achieve your best margin of the year by participating in the Lock-In Program.

90-Days To Participate: Travis Industries Lock-In Program starts February 1st and ends on April 30th.

You can participate by choosing Option A or B, to lock in your price column.

This Lock-In Program locks your price column until April 30th, 2023.

All units purchased during this time will count toward your lock in.

No minimum unit purchase.

TRAVIS INDUSTRIES LOCK-IN PROGRAM, HOW IT WORKS:

- Orders and shipping dates are placed on a first-come, first-served basis. If the month is booked out, your complete order will be moved to the next available shipping date. So place your orders early!
- Account balance must be current to participate.
- Products in current production only.

LOCK-IN PROGRAM FAQ's

• **Can I submit my order early and select my ship date?**

Absolutely! Submit your order as soon as possible, and we'll do our best to match your ship date

• **If I submit my order early can I make changes or cancel items later?**

Absolutely! Prior to shipping we will try to accommodate any request for changes to your order.



SALES GOAL LOCK-IN PRICE PROGRAM

NOW TWO WAYS TO LOCK-IN YOUR COLUMN PRICING

OPTION A

Traditional Lock-In

All orders between February 1st - April 30th qualify and count toward your pricing level.

LOPI® and FIREPLACEX® MODELS

WHAT'S YOUR 2022 PRICING GOAL?	
2 COLUMN PRICING	30 UNITS
3 COLUMN PRICING	40 UNITS
4 COLUMN PRICING	60 UNITS

New models must be on display within 90 days of being released (Ask your rep. for details)

EXAMPLE:

- MY GOAL IS TO LOCK-IN TO 4 COLUMN PRICING.
- AND, I CAN DO THIS IN ANY COMBINATION!
 - 30 UNITS IN FEB. + 30 UNITS IN MARCH = 60 UNITS
 - 30 UNITS IN FEB. + 15 UNITS IN MARCH + 15 UNITS IN APRIL = 60 UNITS
 - 5 UNITS A WEEK UNTIL I REACH MY GOAL DURING THIS PROGRAM

IT'S COMPLETELY UP TO ME!

Once you establish your Lock-In, it will be good from May 1st, 2022 through April 30th, 2023.



CO-OP PROGRAM

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	PRESIDENT'S CLUB
Advertising	Benefits	Benefits	Benefits	Benefits	Benefits
2021 Accrual	You accrue 1% Co-Op funds on Travis product purchases.	You accrue 1.5% Co-Op funds on Travis product purchases.	You accrue 2% Co-Op funds on Travis product purchases.	You accrue 2% Co-Op funds on Travis product purchases.	You accrue 2% Co-Op funds on Travis product purchases.
Advertising	Approved Ads are 40% co-opable	Approved Ads are 50% co-opable	Approved Ads are 60% co-opable	Approved Ads are 70% co-opable	Approved Ads are 80% co-opable
Point of Purchase Store Merchandise	Merchandise is 40% co-opable, includes signage	Merchandise is 50% co-opable, includes signage	Merchandise is 60% co-opable, includes signage	Merchandise is 70% co-opable, includes signage	Merchandise is 80% co-opable, includes signage
Digital Advertising	Programs are 40% co-opable	Programs are 50% co-opable	Programs are 60% co-opable	Programs are 70% co-opable	Programs are 80% co-opable
Certified Factory Classes	Classes, travel and lodging 40% co-opable (Does not include incidentals)	Classes, travel and lodging 50% co-opable (Does not include incidentals)	Classes, travel and lodging 60% co-opable (Does not include incidentals)	Classes, travel and lodging 70% co-opable (Does not include incidentals)	Classes, travel and lodging 80% co-opable (Does not include incidentals)
Exclusive Dealer	Does Not Qualify	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President's Club Benefits	

• Pre-plan your Co-Op usage based on your last years Co-Op accrual. Do this at the beginning of the year and plan your advertising budget for each month. Break your budget down based on your planned annual monthly ad expenses (such as website, internet, TV, and media advertising) and targeted specific date expenses (such as fair and sales events). Do not wait till end of year to use your Co-Op when it does you the least value in driving customers into your store. Your Travis Sales Representative can meet with you if you need help planning out your 2022 Traditional Store Advertising and Social Media Advertising Budget.

• Co-Op dollars are not accrued on DaVinci Custom Fireplace purchases.

• Reimbursement will be made by credit memo for all qualified claims.

• You do not have to have available Co-Op funds at the time your advertisement runs. Simply submit your ad copy, payment info and Co-Op form within 90 days of the ad running. Once your future sales in 2022 accumulate sufficient co-op funds, your account will be credited for the claims you have on file at Travis Industries. Contact your Sales Manager if you have any questions.

• Co-Op funds used for purchase of apparel CANNOT EXCEED \$1,000 during month of December.

• All available Co-Op funds not utilized by the dealer before December 31st, 2022, will be zeroed out.

• Funds will not carry over to the following year.



CO-OP PROGRAM

What is the Timeframe of the Co-Op Program?

Our Co-Op ad placement program runs from January 1st through December 31st, and requires that all ads be submitted no later than 90 days from their running time.

All remaining co-op zeros out at the end of December 2022 and can not be used in the next year.

HOW DO I MAKE SURE MY AD QUALIFIES? Send it in for Pre-Approval to:
promotions@empiredistributing.net

What qualifies for Co-Op reimbursement?

The listed media below have found most effective for retail advertising of our products.

- Websites and any internet advertising such as Facebook, Instagram or Google Ad Words.
- Outdoor signs and outdoor advertising (billboards)
- Digital web advertising programs such as Conversion Logix and HOUZZ or others by pre-approval.
- Direct mail
- Fairs and Home Shows (Pro-rated based on % of booth space dedicated to Travis Products)
- Vehicle wraps with Travis logos and images
- Window wraps with Travis logos and images
- Point of Purchase and Apparel Items - 40% for Star Dealers, 50% for 3 Star Dealers, 60% for 4 Star Dealers, 70% for 5 Star Dealers, & 80% for President's Club.
- Paid circulation, Daily, Weekly, and Sunday Newspapers. Travis Provided Ad.
- Magazine ads
- Radio and TV advertisements.
- Factory Training Cost - Travel, lodging and class cost

What Does Not qualify for Co-Op reimbursement?

- Reader boards
- Yellow Page ads
- Mailing expenses, sales tax, shipping and delivery charges
- Charges for design, production, decorations, tents, or labor for installing or removing equipment at home shows or fairs
- Any ad not adhering to Travis Industries guidelines
- Any advertisement placed outside of your primary area of selling.
- Any advertisement found to promote erroneous information or pricing of current or NEW product below minimum advertised pricing (**advertising below Travis Sales Price**)
- Any advertisement promoting competitive brands.
- **Consulting Fees**
- **Sales Tax**
- **Advertising any Travis product more than 10% lower than the MSRP Price in our price list.**

What are my requirements needed to submit a Co-Op claim?

- Please use the Travis Co-Op Reimbursement Claim Form found on the Travis Back Office website under Forms and fill it out completely and SUBMIT with required proof of purchase WITHIN 90 DAYS of run date.
- Ads submitted 90 days past the run date will not be accepted!
- Your Empire Distributing account must be current. Dealers with PAST DUE accounts (over 30 days) will have their co-op benefits suspended until the time they are current.
- Itemized invoices required for web advertising. Include a summary of click-throughs and conversion results.



CO-OP PROGRAM OVERVIEW OF APPROVED ADVERTISING

HOW DO I MAKE SURE MY AD QUALIFIES? Send it in for Pre-Approval to: promotions@empiredistributing.net

Category	Requirements
Newspaper & Magazine	<ul style="list-style-type: none"> • Print ads provided by Travis Industries can be found on the Back Office website under AdSlicks or Sales Promotions and are co-opable. <i>Ad materials are available on our Travis Dealer Back Office under SALES SPECIALS.</i> • All Print ads that you design ads must prominently feature one or more of the Travis brand logos and clearly illustrate and promote the product. • Ads may be combined with NON-COMPETITIVE products (i.e. BBQ, Spas, Patio), if Travis brands are at least 50% of ad. These ads will be pro-rated. • Ads with other COMPETITIVE products will NOT BE ACCEPTED and will not qualify for any Co-Op credit. <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice showing rates charged. Included should be a complete tear sheet of the ad that clearly shows the publications name and the run date of the publication.</p>
Direct Mail	<ul style="list-style-type: none"> • Printing and postage are covered. Art services are not covered. • All mailers must prominently feature one or more of the Travis brand logos and clearly illustrate and promote the product. • Ads may be combined with NON-COMPETITIVE products (i.e. BBQ, Spas, Patio), if Travis brands are at least 50% of ad. These ads will be prorated. • Ads with other COMPETITIVE products will NOT BE ACCEPTED and will not qualify for any Co-Op credit. <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice or contract showing rates charged. Included should be a copy of the ad showing all sides of the mailer.</p>
Radio, TV and Digital Stream TV Advertising	<ul style="list-style-type: none"> • Any TV or Radio spot provided by Travis Industries. All others must be approved by your Regional Sales Manager. • 15 and 30 second TV spots are available on the Travis Dealer Back Office under Ads/Marketing/TV Commercials • Radio & TV ads must have 100% of the ad dedicated to Travis brands to qualify for co-op credit. • 30 second Radio ads must include <u>3 audio references</u> to a Travis brand name. • 15 second Radio ads must include <u>2 audio references</u> to a Travis brand name. • 30 second TV commercials must include at least <u>2 audio</u> and <u>3 visual references</u> to Travis brands & names. • 15 second TV commercials must include at least <u>2 audio</u> and <u>2 visual references</u> to Travis brands & names. • TV ads must display Travis Product Logo(s). <p>SUBMISSION REQUIREMENTS: All claims must include a notarized station affidavit showing dates and times when the ad ran, a copy of the station script, YouTube or web link of spot, or station script showing audio and visuals (TV) and a detailed invoice showing rates charged.</p>
Home Shows & Fairs	<ul style="list-style-type: none"> • Travis Industries will prorate the cost based on the percentage dedicated to Travis products. • Travis brand logos must be on display along with the Travis product. • Travis brand logos must be on display along with the Travis product. Send clear photographs and layout(s) of your ENTIRE display showing Travis products, brand signage, and all other products displayed when submitting for co-op reimbursement. Travis brand banners or brand signage must be used in the booth to promote the brand(s) <p>SUBMISSION REQUIREMENTS: All claims must include an invoice or contract showing rates charged, clear color photographs showing entire display of all products and a line drawing of the complete booth listing all product and banners on display.</p>



CO-OP PROGRAM OVERVIEW OF APPROVED ADVERTISING

ALL MEDIA INVOICES MUST HAVE OUR BRAND NAMES LISTED

Category	Requirements
Pre-Approved Web Advertising Programs	<p>Local Web Display Advertising. Visual online advertising formats are display ads. They are called 'display ads' because they generally contain images or videos and are published in designated places within any given website, like a blog. Purchased directly or through platforms such as Google Adwords. The cost is estimated by CPC or CPM.</p> <p>Local Mobile Advertising. Local Advertising campaigns adapted to mobile platforms.</p> <p>Local Retargeting and Remarketing. Targeting customers or users who have shown interest in your store website. Remarketing makes your banner appear on whichever website people who previously visited your site.</p> <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice showing contract, dates run and rates charged. Include clear screen shots of the ad, SEO results on the program(s) and affidavit of performance.</p>
Houzz Digital	<p>SUBMISSION REQUIREMENTS: No need to submit. Houzz provides, directly to Travis Industries, all information needed to process credit.</p>
Conversion Logix	<p>Local Retargeting and Remarketing.</p> <p>SUBMISSION REQUIREMENTS: No need to submit. Conversion Logix provides, directly to Travis Industries, all information needed to process credit.</p>
Apparel & Point of Purchase Items	<p>All Travis supplied Point of Purchase and Apparel Items - 40% for Star Dealers, 50% for 3 Star Dealers, 60% for 4 Star Dealers, 70% for 5 Star Dealers, and 80% for President's Club.</p> <p>Also see Store Merchandise Display Program on Page 20</p> <p>Co-op funds used to purchase apparel CANNOT EXCEED \$1,000 during month of December.</p> <p>SUBMISSION REQUIREMENTS: No need to submit. Travis Industries will automatically issue credit against your P.O.P. invoice</p>
Billboards	<p>Outdoor signs and outdoor advertising (Includes digital billboards)</p> <p>Must be 100% Branded Travis products. Digital portion of outside sign does not qualify unless dealer is exclusive. The permanent portion with your store name with our logos will be covered.</p> <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice or contract showing rates charged along with run times of the billboard. Included should be clear color photographs showing billboard on display.</p>
Websites	<p>Co-op will be based on number of Travis pages compared to the total number of website pages and the content of the pages. Reimbursed at maximum of \$1,500.</p> <p>Site must include the embedded FireBuilder link on the websites front page to qualify.</p> <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice showing contract.</p>
Facebook, & Instagram, Campaigns	<ul style="list-style-type: none"> • Social Media Campaigns must feature 100% Travis product images and brand logos exclusively. • Ads for Facebook and Instagram that are not supplied by Travis industries <u>must be Pre-approved.</u> • An Approved Facebook and Instagram Ad directory can be found on the Travis Dealer Back Office under Ads/Marketing. For additional information and assistance contact Travis Industries Social Media Specialist Demi Beavers at d.beavers@travisindustries.com or (425) 609-2500 Ext 2654. <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice showing contract, dates run and rates charged. Include clear screen shots of the ad, SEO results on the program(s), affidavit of performance and show campaign performance.</p>
Vehicle Wraps	<ul style="list-style-type: none"> • Vehicle wraps with Travis logos and images must be 100% Branded Travis products. <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice or contract showing rates charged. Included should be clear color photographs of all four sides of the vehicle.</p>



TRAVIS INDUSTRIES ADVERTISING RESOURCES

Start planning your 2022 advertising budget at the beginning of the year and base it off of your co-op accrual from last year. Budget accordingly for your planned annual monthly expenses (online, print, TV, etc.). Target specific dates - such as fairs, holidays, and sales events. Do not wait until the end of the year to use your co-op! Your Travis Sales Rep can help you with budgeting and planning your annual marketing expenses.

MEDIA RESOURCES

Travis Industries provides a variety of advertising resources for you to utilize on the Back Office. All of these resources can be found under the 'Ads & Marketing' tab, which includes ad slicks, web banners, brochures, architect/builder tools, clothing, high-res images, social media assets, store merchandise (POP), release packages by model, TV spots, radio scripts, truck wraps, and more. You can also find monthly sales promotion ideas and marketing assets under 'Sales Specials' on the Back Office home page.

- Ads & Marketing
- Ad Support >
- Adslicks >
- Brochures >
- Architect/Builder >
- Clothing >
- Images >
- Media Coverage >
- Social Media >
- Store Merchandise (POP) >
- Release Packages >
- Showroom Ideas >
- TV Commercials >
- Promotions >

Did you know we also offer customizable ad services? We will work with you to create custom marketing assets that are specific to your store and needs. Contact Gary Webster at: g.webster@travisindustries.com 425 609-2561 or Anna Corwin at: a.corwin@travisindustries.com 425 609-2612 for custom ad opportunities.

PRODUCT NEWS New Releases Product Upgrades Discontinued Items	TECH NOTICES Troubleshooting & Diagnosis Installation Updates Field Fix Kits
SALES SPECIALS Current Promotions & Sales 5 Star Program Discounts	TRAVIS NEWS Factory Events & Schedules Factory & Online Training Misc. Travis Shenanigans



If you work with a local advertising company and need to provide them with image assets, you can direct them to: www.travisproducts.net

ID: techone

Password: installit

High-res images and logos can be found under the 'Ads & Marketing' tab.

STAND ALONE TRAVIS PRODUCT SITES

Travis Industries offers stand-alone product websites for our Lopi and Fireplace Xtordinary brands that you can display on your own website! These stand-alone sites are similar to our Lopi and FPX consumer websites, except for they show our current PRODUCT ONLY.

Provide these links to your website development team for them to embed into your own website.

www.lopiproducts.com

www.fpxproducts.com



TRAVIS INDUSTRIES SOCIAL MEDIA RESOURCES

SOCIAL MEDIA RESOURCES

Use Co-Op for Advertising on Facebook and Instagram!

Find examples of Social Media posts and a complete step by step guide to help start or grow Dealer Social Media profiles. This is located under the 'Social Media' tab on the Travis Dealer Website under Ads/Marketing. It includes how to set up your social media page from the start, along with tips and tricks on how to use Facebook and Instagram, posting content, choosing photos, advertising, etc.

Post Date	Title	Print
7/21/21	FPX Video Shorts	Printer Friendly
7/21/21	Lopi Video Shorts	Printer Friendly
4/15/21	FireplaceX® Social Media Images + Captions	Printer Friendly
4/15/21	Lopi® Social Media Images + Captions	Printer Friendly
3/30/21	Lopi Facebook Page	Printer Friendly
3/8/21	Social Media Presentation	Printer Friendly

5 Key Steps to Dealers Social Media Advertising Success:

1. Ad Budget
2. Targeted Location
3. Ad Length
4. Which Travis brand to advertise
5. Specific units to advertise

Here's a great example of a successful dealer ad:

- Advertising Budget: \$200
- Location: New Jersey & New York
- Ad Length: 9 days
- Audience: Age 25-65+
- Overall Reach: 21,632 people
- Website Clicks to Dealers Website: 1,045
- Dealer Cost per Website Click: \$0.19

For questions, and additional information contact Travis Industries Social Media Specialist, Demi Beavers at: d.beavers@travisindustries.com or at (425) 609-2654.

If you are not familiar with Facebook or Instagram in general, and want help with this, feel free to give Demi a call or email as well, and she will assist you.



STORE MERCHANDISE DISPLAY PROGRAM

Includes indoor and outdoor banners, signs, window or vehicle wraps, posters and counter cards, and all Travis clothing.

A complete store merchandise P.O.P. (Point of Purchase) catalog is available on the Travis Dealer Back Office

website under “Ads & Marketing” by brand.

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	President's Club
SHOWROOM	Benefits	Benefits	Benefits	Benefits	Benefits
Annual Credit for Store Merchandise	\$100 Credit	\$200 Credit	\$300 Credit	\$400 Credit	\$500 Credit
Exclusive Dealer	Does Not Qualify	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President's Club Benefits	

How It Works:

Store Merchandise credit limited to one time per year (you can use this credit amount on any Travis display merchandise).

Benefits:

- Get maximum exposure of brand awareness for your store.
- Direct customers easily to Travis brands within your store.
- See the Store Merchandise catalog online on the Travis Dealer Back Office. Custom material available upon request.
- Any purchase over the designated amount will have available dealer co-op funds applied.
- Please use the Store Merchandise Display Program order form for your one time order.



2022 LOPI & FIREPLACEX BURN PROGRAM

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	President's Club
SHOWROOM	Benefits	Benefits	Benefits	Benefits	Benefits
# of Units Allowed Lopi and FireplaceX Models	1 Total after 10 units have been purchased	Up to 4 Total	Up to 6 Total	Up to 8 Total	Up to 10 Total
Dealers with Multiple Stores	No additional models	No additional models	Add 2 Per Location	Add 4 Per Location	Add 6 Per Location
Credit Amount	50%	50%	50%	50%	50%
Exclusive Dealer	Does Not Qualify	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President's Club Benefits	

BENEFITS:

These credits give you the ability to display more models on the showroom floor. The more models you burn and display, the greater your sales and benefits.

- All BURN MODELS MUST BE INSTALLED BY September 1st of 2022 to receive credit in 2022 and submitted no later than December 1st 2022.

TO QUALIFY:

- Burn Credits must be submitted 90 days from the time of installation on showroom floor to qualify!
- New burn models cannot replace the same Travis model unless the unit is an upgraded model, including color variations. No duplicate models, including color variations, will receive credit.
- ALL BURN MODELS MUST REMAIN ON THE FLUE A MINIMUM OF 3 YEARS!
- The store must have a good credit history and stay current throughout the year.
- Qualifying Lopi® and FireplaceX® models only!
- DaVinci Custom Fireplaces™ is not part of this program. DaVinci has it's own program (attached) that has different qualification.
- Use the ONLINE BURN CREDIT APPLICATION on your Travis Back Office under My Account for easy Burn Credit Submissions.



2022 LOPI & FIREPLACEX BURN PROGRAM

The Travis Industries Burn Program offers you the opportunity to burn and/or display and demonstrate the true beauty and elegance of a Travis FireplaceX® or Lopi® model in your store.

Use the ONLINE BURN CREDIT APPLICATION on your Travis Back Office under My Account for easy Burn Credit Submissions.

50% CREDIT | **Off the price you paid for the Travis model you choose to feature & burn on your showroom floor in a finished display. (Stoves on raised hearth, fireplace and inserts with finished surrounds).**

TO QUALIFY:

1. New burn models cannot replace the same Travis FireplaceX® or Lopi® model, including color variations. No duplicate models, including color variations, will receive credit.
2. This program is available on current units only. Discontinued models DO NOT qualify for Burn Program.
3. The unit must be on the flue for a minimum of 36 months. If a current burn model is removed any time during the 36 month period, dealer agrees to be billed the full cost of the unit.
4. Complete and submit your BURN MODEL PROGRAM credit request online to Travis Industries and include the following information within 90 DAYS of installation date:
 - Description of the model featured.
 - A COLOR photograph of the unit burning.
5. The store must stay current throughout the year.
6. Dealers who lose their good credit standing during the course of the year will have all Burn Program applications placed on hold until the time that their account is made current!

7. YOUR STORE QUALIFIES FOR:

STAR DEALER - As a Star dealer your store qualifies for 1 Burn Display per calendar year. 10 unit minimum annual order required to qualify for one model.

Dealers with Multiple Stores - No additional models.

3 STAR DEALER - As a 3-Star dealer your store qualifies for any combination up to 4 Burn Displays per calendar year.

Dealers with Multiple Stores - No additional models.

4 STAR DEALER - As a 4-Star dealer your store qualifies for any combination up to 6 Burn Displays per calendar year.

Dealers with Multiple Stores - 2 Additional models per location

5 STAR DEALER - As a 5-Star dealer your store qualifies for any combination up to 8 Burn Displays per calendar year.

Dealers with Multiple Stores - 4 Additional models per location

President's Club DEALER - As a PC dealer your store qualifies for any combination up to 10 Burn Displays per calendar year.

Dealers with Multiple Stores - 6 Additional models per location

Use the ONLINE BURN CREDIT APPLICATION on your Travis Back Office under My Account for easy Burn Credit Submissions.

© 2022 T.I.



DAVINCI CUSTOM FIREPLACE™ BURN PROGRAM

These discounts give you the ability to showcase the DaVinci Custom Fireplace™ on the showroom floor and demonstrate all of the DaVinci's incredible features.

DaVinci Dealer **MUST BE PRE-APPROVED** by their Sales Manager to participate in the DaVinci Custom Fireplace Burn Program!

This is not a yearly reoccurring program.

Burn Credit is rewarded based on the number on DaVinci modules sold during 2021.

Example: DaVinci Cat 1 Linear = 1 Module
 DaVinci Cat 2 Linear = 2 Modules
 DaVinci Cat 3 Linear = 3 Modules
 DaVinci Maestro = 1 Module

Terms: 1/3 Due after 30 Days, 1/3 Due after after 60 Days and 1/3 Due after 90 Days.

Contact your Travis Sales Manager for the total number of modules you qualified for in 2021.

	Modules 0-5	Modules 6-10	Modules 11-15	Modules 16+
	Benefits	Benefits	Benefits	Benefits
DaVinci Custom Fireplaces, Timberfire, and Maestro Models	0	25% Credit Maximum 1 Model	35% Credit Maximum 1 Model	50% Credit Maximum 2 Models*
Heat Exchanger	0	50% Credit	50% Credit	50% Credit
All Other DaVinci Accessories	0	50% Credit	50% Credit	50% Credit

QUALIFICATIONS:

- Burn Credit must be submitted 90 days from the time of installation on showroom floor to qualify!
- **ALL BURN MODELS MUST REMAIN ON THE FLUE A MINIMUM OF 5 YEARS!**
- The store must have a good credit history and stay current throughout the year.
- All Burn Credits **MUST BE INSTALLED** by September 1st of 2022 to receive credit in 2022 and submitted no later than December 1st 2022.
- Qualifying DaVinci Custom Fireplace® models:
 - BURN MODEL #1 MUST BE CATEGORY ONE Model with 20" Glass
Choose from Single-Sided, See-Thru, Corner or Bay Models
 - BURN MODEL #2* MUST BE Timberfire™ or Maestro™ Model
Choose from 4 ft or 6 ft Models, Single-Sided or See-Thru
- Use the **ONLINE DaVinci BURN CREDIT APPLICATION** on your Travis Back Office under My Account for easy Burn Credit Submissions.
- See Travis Dealer Back Office for Rules and Restrictions.



EMPLOYEE HOME COMFORT PROGRAM

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	President's Club
PURCHASING	Benefits	Benefits	Benefits	Benefits	Benefits
Employee Home Comfort Program To help store employees purchase Travis products for their homes.	Travis will credit you 5% off your column pricing for the purchase of the unit and all accessories for that unit upon submission of the online form.	Travis will credit you 8% off your column pricing for the purchase of the unit and all accessories for that unit upon submission of the online form.	Travis will credit you 10% off your column pricing for the purchase of the unit and all accessories for that unit upon submission of the online form.	Travis will credit you 12% off your column pricing for the purchase of the unit and all accessories for that unit upon submission of the online form.	Travis will credit you 15% off your column pricing for the purchase of the unit and all accessories for that unit upon submission of the online form.
Exclusive Dealer	Not Available To Star Dealer	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President's Club Benefits	

THIS SPECIAL OFFER IS LIMITED TO ONE UNIT PER EMPLOYEE.

DAVINCI CUSTOM FIREPLACES DOES NOT APPLY!

How It Works:

- Place the order of the Travis fireplace, stove, insert or Tempest Torch you would like, through the store you work for. Participating stores only! Not available to employee friends or their family members. Employee is responsible for cost of pipe or installation.
- The stove will be available F.O.B for will call at the nearest warehouse or arrangements can be made to combine the stove with the next scheduled store order and delivery by a common carrier. Employee is responsible for all freight costs.
- Cost: Unit and parts will be billed to the store at full price, credit is given upon receipt of completed online submission. Employee will purchase the unit and parts from their store and pay any applicable sales tax. This program is available on current units only. One stove per employee.
- Use the Employee Home Comfort Burn Credit Application on the Travis Dealer Back Office. Be sure to provide serial number, installation date, and color photograph of unit. The photograph must clearly show unit installed and burning in your home.

Benefits:

- This program is designed to offer retail salespeople, installers, and service technicians the opportunity to purchase a Travis Industries unit for their own home at a deeper discount than dealer cost.
- This program allows these individuals the opportunity to experience and enjoy first hand the beauty, quality and performance of Travis Industries' products. We feel it is important to offer to the very people who make a living selling, installing, or servicing our products the first hand experience and understanding of the true benefits Travis products offers your customers. We feel the positive impact of the ownership experience will benefit the user, and the store owner in an immediate and measurable way.

Use the ONLINE Employee Home Comfort Burn APPLICATION on your Travis Back Office under My Account for easy Burn Credit Submissions.

© 2022 T.I.



BUILDER DISPLAY PROGRAM

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	President's Club
Builder Display Program	Travis Industries offers 10% off your price.	Travis Industries offers up to 15% off your price.	Travis Industries offers up to 20% off your price.	Travis Industries offers up to 25% off your price.	Travis Industries offers up to 30% off your price.
Offers builders one display model for Street of Dreams, Parade of Homes, Model Home in a 10 unit minimum Development and Design Center Showroom.	Dealer offers proof of up to 10% discount to builder.	Dealer offers proof of up to 15% discount to builder.	Dealer offers proof of up to 20% discount to builder.	Dealer offers proof of up to 25% discount to builder.	Dealer offers proof of up to 30% discount to builder.
	Travis will provide promotional display signage for use with the displayed unit.	Travis will provide promotional display signage for use with the displayed unit.	Travis will provide promotional display signage for use with the displayed unit.	Travis will provide promotional display signage for use with the displayed unit.	Travis will provide promotional display signage for use with the displayed unit.
Exclusive Dealer	Does Not Qualify	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President's Club Benefits	
Commercial Projects	Travis Industries will allow dealers to discount commercial projects with high visibility such as restaurants, hotel, resort lobbies, and other high traffic areas. Amount of discount and approval must be made in writing through your Travis Sales Manager.				

How It Works:

- The Travis Industries Builder Display Program offers you the opportunity to burn and demonstrate the true beauty and elegance of a Travis wood, pellet or gas stove/insert/fireplace in Street of Dreams/Parade of Homes Projects, Developer/Builder Display Homes (Development must have at least 10 homes) or in a Design Center Showroom.

How to Can Qualify:

- You receive credit off the price you paid for the Travis models featured when the completed form, invoice showing discount, and advertisement for the event is received.
- **DaVinci Custom Fireplaces DO NOT QUALIFY!**
- You must contact Travis Industries or your distributor for approval.
- One unit per structure/home. Contact your Sales Manager for exceptions prior to pre-approval!

Benefits:

- Get maximum exposure of product in front of viewing public.
- Helps to offer builders incentives to specify Travis product in their projects.

Use the Builder Display form on the following page



BUILDER DISPLAY PROGRAM FORM

The Travis Industries Builder Display Program offers you the opportunity to burn and demonstrate the true beauty and elegance of a Travis wood, pellet or gas stove/insert/fireplace in Street of Dreams/Parade of Homes Projects, Developer/Builder Display Homes (Development must have at least 10 homes) or in Design Showrooms. For credit off the price you paid for the Travis models you choose to display and burn in the featured home shows, you must agree to the following:

Here's How You Can Qualify: _____

We will match the discount off the Dealer price, not to exceed the percentage as outlined based on the Star Program Level. We will credit to the dealer the appropriate credit of their purchase price based on the Dealers STAR PROGRAM level. DaVinci Custom Fireplaces™ do not qualify for this program.

- | | |
|--|--|
| STAR DEALERS will receive up to 10% off the product. | 5 STAR DEALERS will receive up to 25% off the product. |
| 3 STAR DEALERS will receive up to 15% off the product. | PRESIDENT'S CLUB DEALERS will receive up to 30% off the product. |
| 4 STAR DEALERS will receive up to 20% off the product. | |

This will be in the form of a credit on the dealer's account, calculated on dealers cost. We reserve the right to cancel or update this program at any time.

Submission Requirements _____

- We will require a copy of the invoice to the Builder that shows the Line item with the appropriate discount that is passed on to the Builder.
- The dealer must fill out the below form completely and provide a picture of the installed unit detailing any options.
- If used in Street of Dreams/Parade of Homes: All burn units for this program must be pre-approved and a copy of the magazine with the ad must be submitted with your claim. Advertisement MUST meet the Travis Co-op guideline.
- Plate map, sales folder or other verification of 10+ home subdivision must be submitted with invoice.
- For pre-approval or if you have any questions, please contact your Travis Sales Manager.

Serial #: _____
 Installation Date: _____
 Model: _____
 Describe Features of Unit Displayed
 (include all options and pricing)
VENTING NOT INCLUDED!

Builder Invoice Included
 Advertisement Included

Please Attach A Color Photo of the
 Burning Unit Here.

Clearly show installed unit in the
 in the featured home.

This form cannot be submitted online
 For See-Thru Models, Show Pictures of Both Sides

Signatures
 Dealer _____ Date _____
 Distributor _____ Date _____
 Travis Industries _____ Date _____

Builder _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ FAX _____



ONLINE TRAVIS UNIVERSITY TRAINING



This is an amazing opportunity for you to watch Travis Sales, Tech and R&D staff teach you all about Travis products. The site is interactive with videos, games and tests! The best part? All courses are FREE!

What's NEW at Travis U

- Simplified access



- New courses covering sales, service and install with NFI and CSIA CEU's credits pending
- 91 Technical and Sales courses available



EMBEDDED FIREBUILDER FOR YOUR STORE

Embedded FireBuilder Benefits –

- Improves your Search Engine Optimization (SEO) organically as consumers spend more time on your website designing their favorite fire.
- Adds beautiful, professional photos of product to your website.
- It will always be current, as models get improved, added or discontinued, your link updates automatically.
- The brands are combined to showcase the COMPLETE line-up of FireplaceX and Lopi products including different faces – all in one convenient location. Single brand stores will only display the brand they carry.
- You can now direct consumers to your website instead of potentially going back and forth between our consumer websites to see all the options available.
- Just like on our website customers can print their quote sheet (no prices) and then visit the store. The quote sheet from your Embedded FireBuilder the consumer prints will include your store name and address.
- Travis product brand Dealer Website search will now include Request A Quote Button directing consumer to your stores FireBuilder. The dealer locator also directs the consumer to the New Travis only dedicated Dealer Website with links to your stores FireBuilder and stand alone Lopi and FireplaceX product only pages along with your stores contact information.



To request your link simply push the button on the Home Page of your back office below FireBuilder, input your contact information, and submit. The custom URL code will be sent to you for your web developer to add to your website.

- The Request A Quote will allow consumers the ability to email you directly with a sales request on their build! More leads being generated right from YOUR WEBSITE!

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	President's Club
	Benefits	Benefits	Benefits	Benefits	Benefits
Embedded FireBuilder	\$100 Credit	\$200 Credit	\$300 Credit	\$400 Credit	\$500 Credit
Exclusive Dealer	Does Not Qualify	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President's Club Benefits	

Embedded FireBuilder Qualifications –

- The link to the FireBuilder MUST BE ON YOUR HOME PAGE (LANDING PAGE) to qualify.
- FireBuilder Link must be prominently displayed and easy to find.
- Submit by 12/31/2022 for credit.



EMBEDDED FIREBUILDER CREDIT FORM

Dealer Name: _____

Account Number: _____

Address: _____

Dealer
Website Address _____

HOME PAGE LINK IS REQUIRED FOR CREDIT

Printed
Contact Name _____ Date _____

Travis Industries _____ Date _____

What is Travis' method of reimbursement?

Claims must be submitted to: promotions@empiredistributing.net

Reimbursement will be made by credit memo for all qualified claims.

© 2022 T.I.



Wood & Pellet Products

Meeting the 2022 USA Tax Credit

Evergreen NexGen-Fyre™ Legs
Heating Capacity 2,000 Sq Ft



SKU 99800327

Evergreen NexGen-Fyre™ Pedestal
Heating Capacity 2,000 Sq Ft



SKU 99800328

Rockport™ New Iron Paint Finish
Heating Capacity 1,800 Sq Ft



SKU 99600159

AGP **ALL GRADE PELLET**
One Model

Heating Capacity 2,000 Sq Ft

Black Painted



SKU 99800513

Deerfield **ALL GRADE PELLET**

Heating Capacity 2,500 Sq Ft

Cast New Iron



SKU 99600361

AGP **ALL GRADE PELLET**

One Model

Heating Capacity 2,000 Sq Ft

Black Painted



SKU 98900523

Evergreen NexGen-Fyre™
Heating Capacity 2,000 Sq Ft

NEW



SKU 99800342

**USA BIOMASS
TAX CREDIT**
= 26% OF THE PURCHASE
AND INSTALLATION COST



Wood Stoves 2022 Certified



Answer
NexGen-Fyre®

Evergreen
NexGen-Fyre®
w/Legs

Evergreen
NexGen-Fyre®
w/Pedestal

Endeavor
NexGen-Fyre®

Liberty
NexGen-Fyre®

Rockport
Hybrid-Fyre®



FIREPLACE
XTRORDINAIR



Wood Inserts 2022 Certified



Answer
NexGen-Fyre™



Evergreen
NexGen-Fyre™



Medium Flush
NexGen-Fyre™ Arch



Medium Flush
NexGen-Fyre™ Rect.



Large Flush
NexGen-Fyre™ Arch



Large Flush
NexGen-Fyre™ Rect.





Pellet Stoves & Insert

2022 Certified



AGP™ Stove



AGP™ Insert



Deerfield™





Deluxe and Radiant Gas Stoves



Northfield™
MV Model



Berkshire™
MV Model



Greenfield™
MV Model



FIREPLACE
XTRORDINAIR

Wood Fireplaces

2022 Certified



FIREPLACE
XTRODINAIR



Premium Gas Inserts



32 DVS Deluxe
EmberGlo™



430 Deluxe
EmberGlo™



34 DVL Deluxe
EmberGlo™



616 Deluxe
EmberGlo™





Radiant Plus™ Gas Inserts



Radiant Plus™ Medium
MV Model



Radiant Plus™ Large
MV Model



FIREPLACE
XTRORDINAIR

Premium Traditional Gas Fireplaces



564 Collection
4 Models
564 25K
564 25K CF
564 35K
564 35K CF



864 Collection
4 Models
864 31K
864 31K CF
864 40K
864 40K CF



4237 TV
2 Models
4237 CF
4237 Face



FIREPLACE
XTRORDINAIR

ProBuilder™ Traditional Clean Face Gas Fireplaces



ProBuilder 24
Clean Face
Deluxe
Model



ProBuilder 36
Clean Face
MV, GSB and
Deluxe Models



ProBuilder 42
Clean Face
Deluxe Model





ProBuilder™ Linear Gas Fireplaces



ProBuilder 42 Linear
GSB and
Deluxe Model



ProBuilder 54 Linear
GSB and
Deluxe Model



ProBuilder 72 Linear
GSB and
Deluxe Models



FIREPLACE
XTRORDINAIR

Premium Linear Gas Fireplaces



Deluxe 3615 HO Linear



Deluxe 4415 HO Linear



Deluxe 4415 HO ST Linear



Deluxe 6015 HO Linear



DaVinci
CUSTOM FIREPLACES™

Custom Linear Gas Fireplaces



Single Sided



Left Corner



Right Corner



See Thru



Bay



Pier



Island



See Thru Outdoor



Maestro™ Collection
Vertical Gas Fireplaces



DaVinci
CUSTOM FIREPLACES™

Maestro™ Collection
Square Gas Fireplaces





Innovative luxury meets rustic elegance with the new Timber Series™ by DaVinci Custom Fireplaces™. This captivating collection of four lodge-style fireplaces features an enormous, breathtaking presentation of fire. Gigantic hand-crafted Timber Logs are surrounded by tall flames, a heavy duty steel grate and realistic glowing embers to provide a comforting lodge fireplace that offers the advanced luxury features of a DaVinci Custom Fireplace.

• Four Models:

48" x 30" Single-Sided 72" x 30" Single-Sided
48" x 30" See-Thru 72" x 30" See-Thru

**All models can be featured as an outdoor installation
with the optional Exterior Window Kit.*



Tempest™ Collection Gas Torches and Lanterns



The Tempest Torch & Lantern will now be part of the Fire Garden™ brand line-up along with the Outdoor Fireplaces.

The Patent-Pending Tempest Torch™ creates a natural venturi effect of fire without the use of electricity or a fan.

Available in a 24 Volt Electronic Ignition or Manual Ignition models, either in Natural Gas or Propane.

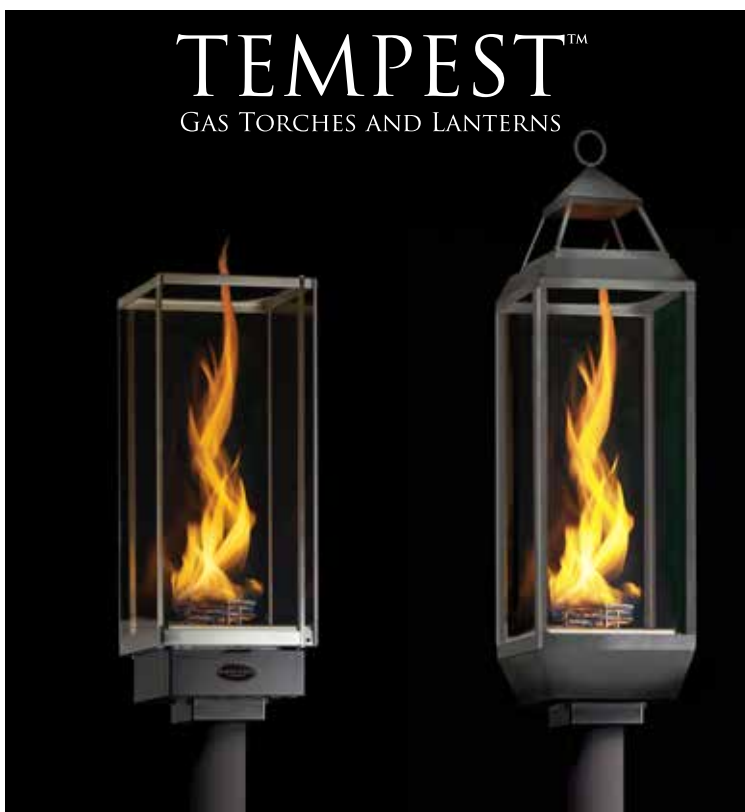
Two styles available: Original stainless steel or the Black Powder Coated Lantern design.

New Larger, 50K Version of the Tempest Lantern™



50K Version

20K Version



TEMPEST™

GAS TORCHES AND LANTERNS

Torch

Lantern

- Can be installed in four different ways: Ground Post, Deck Post, Pillar Mount, or Wall Mount.
- Automatic gas shut off as an added safety feature.
- A low voltage control board has been miniaturized and water proofed for installation directly into the Tempest Torch™, no longer installed in a separate waterproof box.
- The gas valve has been scaled down to fit into the torch head, no longer located in the waterproof box located within twelve feet of the torch.
- The transformer can be located up to 230 feet from a single torch, or approximately 100 feet from a group of six torches.
- A single transformer can drive six low voltage Tempest Torches.